



To the Women of the South ~

When you were a little bit of a girl, your mother used Obelisk Flour—and she made the best hot bread and biscuit in the world.

We weren't very big ourselves, then, but we knew how to make good flour. And we know how today. If you could take a trip through our big mills and watch us making that same

Obelisk Flour

you would easily understand why we have grown so big. And just look at the different products we make now. Don't they look good, too?

Then, when we tell you we work only eight hours a day and that we are sharing partners, you will understand why we are happy and contented, and why everything we make must be made of the Best for the Best and by the Best.

This advertisement has been read and approved by the Employees of Ballard & Ballard Co.

Ballard & Ballard Co.
Louisville, Kentucky

W. A. EDMUNDS

Local Mgr., Memphis, Tenn.



It's **Ballard** That's enough